

Broadcasting Sep 5

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Broadcasting **Sep 5**

Subscription television falls on tough times □

Network news takes on single-anchor look □

Music video: the rage of 1983 □ RPC coverage □

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Joseph Dolinski, Pete Hasse, Lynne Hood, Chuck Moore, Gil Cunningham.

Zenith Radio Corp. 1908, 08
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Z-TAC baseband addressable converter/de-coder system. **Staff:** Chick Eissler, Bob Cunningham.

Nielsen says cable penetration nears 40%, up 18% from 1982

U.S. cable television households increased 18% in the past year, to 32,930,140, or 39.3% of all U.S. TV homes, as of July, the A.C. Nielsen Co. estimated last week.

In July 1982, the total was estimated at 27,884,000, with 34.0% penetration. The figures include Hawaii and Alaska as well as the contiguous 48 states.

A breakdown by designated market area (DMA) showed New York with the most cable homes, 2,020,890, but its penetration rate, 31.2%, wasn't nearly enough to get into the top 50 in the penetration rankings. Highest penetration—77.5%—was in the DMA of Santa Barbara-Santa Maria-San Luis Obispo, Calif.

Los Angeles-Palm Springs was second with 1,195,510 cable homes, representing 27.8% penetration. Philadelphia was third

with 947,030 (39.0%).

Others in the top 10 ranked by cable households were San Francisco-Oakland, 938,660 (46.7%); Pittsburgh, 694,490 (57.3%); Boston-Manchester-Worcester, 612,550 (31.4%); Cleveland, 527,380 (37.2%); Seattle-Tacoma, 519,160 (46.3%); Houston, 494,930 (37.8%), and Chicago, 489,150 (16.4%). Ten markets showed increases by a percentage number of over 10 from last July's ranking (BROADCASTING, Sept. 13, 1982). San Antonio went from 36.6% to 58.5%. New Orleans jumped from 28.5% to 44.1%. Others jumping by more than 10 were Omaha (from 27.3% to 41.3%); St. Louis (12.9% to 26.5%); Erie, Pa. (37.4% to 49.0%); Sioux City, Iowa (29.8% to 41.1%); Chattanooga (34.8% to 45.7%); Biloxi-Gulfport, Miss. (59.2% to 70.6%); Detroit (13.2% to 23.7%), and Little Rock-Pine Bluff, Ark. (32.0% to 42.1%).

Rankings by cable penetration look quite different. After Santa Barbara-Santa Maria-San Luis Obispo's 77.5% came Marquette, Mich., with 74.7%; San Angelo, Tex., with 73.8%; Laredo, Tex., with 73.2%, and Parkersburg, W. Va., with 71.5%.

Rounding out penetration's top 10 were Clarksburg-Weston, W. Va., with 70.8%; Biloxi-Gulfport, Miss., with 70.6%; Johnstown-Altoona, Pa., and Monterey-Salinas, Calif., both with 69.8%, and Odessa-Midland-Monahans, Tex., and Yuma, Ariz.-El Centro, Calif., in a tie for 10th place at 69.7%.

Nielsen said its estimates were based on the most current data available, including subscriber household counts provided by ca-

ble systems or other industry sources; penetration figures from Nielsen Station Index sample households for previous all-market survey periods and subscriber information obtained during local diary-placement telephone interviews.

"Research continues in this area in an attempt to further improve these data," Nielsen said. "As new information and techniques are developed, they will be incorporated in future estimates." □

DMA	% penetration July '82
Abilene-Sweetwater, Tex.	66.5
Ada-Ardmore, Okla.	51.0
Albany, Ga.	49.9
Albany-Schenectady-Troy, N.Y.	53.2
Albuquerque, Farmington N.M.	40.6
Alexandria, La.	53.8
Alexandria, Minn.	38.3
Alpena, Mich.	55.4
Amarillo, Tex.	62.3
Anchorage	15.6
Atlanta	34.5
Augusta, Ga.	45.3
Austin, Tex.	55.9
Bakersfield, Calif.	65.4
Baltimore	24.3
Bangor, Me.	38.4
Baton Rouge	51.0
Beaumont-Port Arthur, Tex.	42.6
Beckley-Bluefield-Oak Hill, W. Va.	57.7
Bend, Ore.	58.1
Billings-Hardin, Mont.	50.9
Biloxi-Gulfport-Pascagoula, Miss.	70.6
Binghamton, N.Y.	62.7
Birmingham-Anniston, Ala.	45.8
Boise, Idaho	36.5
Boston-Manchester-Worcester	31.4
Bristol, Va.-Kingsport, Johnson City, Tenn.	48.0
Buffalo, N.Y.	56.1
Burlington, Vt.-Plattsburgh, N.Y.	50.4
Butte, Mont.	63.1
Casper-Riverton, Wyo.	65.0
Cedar Rapids-Waterloo, Dubuque, Iowa	37.9
Champaign-Springfield-Decatur, Ill.	60.4
Charleston, S.C.	45.8
Charleston-Huntington, W.Va.	58.8
Charlotte, N.C.	32.9
Chattanooga	45.7
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	64.6
Chicago	16.4
Chico-Redding, Calif.	63.4
Cincinnati	30.9
Clarksburg-Weston, W.Va.	70.8
Cleveland-Akron	37.2
Colorado Springs-Pueblo	42.9
Columbia-Jefferson City, Mo.	41.1
Columbia, S.C.	41.0
Columbus, Ga.	50.1
Columbus-Tupelo, Miss.	47.7
Columbus, Ohio	48.7
Corpus Christi, Tex.	51.8
Dallas-Fort Worth	31.2
Davenport, Iowa-Rock Island-Moline, Ill.	47.8
Dayton, Ohio	48.9
Denver	25.0
Des Moines-Ames, Iowa	39.9
Detroit	23.7

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Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes
 (required) ☐ No

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DMA	% penetration July '83
Dothan, Ala.	43.1
Duluth, Minn.-Superior, Wis.	41.1
El Paso	48.7
Erie, Pa.	49.0
Eugene, Ore.	58.8
Eureka, Calif.	66.8
Evansville, Ind.	46.9
Fairbanks, Alaska	31.9
Fargo-Valley City, N.D.	51.0
Flint-Saginaw-Bay City, Mich.	42.6
Florence, S.C.	47.7
Fresno, Calif.	33.8
Ft. Myers-Naples, Fla.	65.9
Ft. Smith, Ark.	59.1
Ft. Wayne, Ind.	39.5
Gainesville, Fla.	59.2
Glendive, Mont.	62.8
Grand Junction-Montrose, Colo.	58.5
Grand Rapids-Kalamazoo-Battle Creek, Mich.	46.5
Great Falls, Mont.	58.1
Green Bay, Wis.	32.7
Greensboro-Winston Salem-High Point, N.C.	35.0
Greenville-New Bern-Washington, N.C.	41.2
Greenville-Spartanburg, S.C.-Asheville, N.C.	35.8
Greenwood-Greenville, Miss.	62.7
Harlingen-Webb, Tex.	39.8
Harrisburg-York-Lancaster-Lebanon, Pa.	54.3
Harrisonburg, Va.	46.2
Hartford-New Haven, Conn.	53.9
Hattiesburg-Laurel, Miss.	43.5
Honolulu	56.1
Houston	37.8
Huntsville-Decatur-Florence, Ala.	47.1
Idaho Falls-Pocatello	48.1
Indianapolis	38.9
Jackson, Miss.	45.7
Jackson, Tenn.	50.8
Jacksonville, Fla.	44.4
Johnstown-Altoona, Pa.	69.8
Jonesboro, Ark.	55.3
Joplin, Mo.-Pittsburg, Kan.	46.2
Kansas City, Mo.	41.2
Knoxville, Tenn.	42.0
La Crosse-Eau Claire, Wis.	49.5
Lafayette, Ind.	64.6
Lafayette, La.	50.8
Lake Charles, La.	56.7
Lansing, Mich.	49.6
Laredo, Tex.	73.2
Las Vegas	13.7
Lexington, Ky.	50.1
Lima, Ohio	65.7
Lincoln-Hastings-Kearney, Neb.	48.7
Little Rock-Pine Bluff, Ark.	42.1
Los Angeles-Palm Springs	27.8
Louisville, Ky.	41.3
Lubbock, Tex.	51.2
Macon, Ga.	55.7
Madison, Wis.	40.5
Mankato, Minn.	54.3
Marquette, Mich.	74.7
Mason City, Iowa-Austin-Rochester, Minn.	41.3
Medford-Klamath Falls, Ore.	57.0
Memphis	36.1
Meridian, Miss.	45.5
Miami-Ft. Lauderdale	34.0

DMA	% penetration July '83
Milwaukee	21.4
Minneapolis-St. Paul	13.9
Minot-Bismarck-Dickinson, N.D.	50.2
Missoula-Butte, Mont.	53.3
Mobile, Ala.-Pensacola, Fla.	46.2
Monroe, La.-El Dorado, Ark.	44.7
Monterey-Salinas, Calif.	69.8
Montgomery, Ala.	49.6
Nashville-Bowling Green, Ky.	31.6
New Orleans	44.1
New York	31.2
Norfolk-Portsmouth-Newport News-Hampton, Va.	41.1
North Platte, Neb.	46.4
Odessa-Midland-Monahans, Tex.	69.7
Oklahoma City	47.3
Omaha	41.3
Orlando-Daytona Beach, Fla.	48.5
Ottumwa, Iowa-Kirksville, Mo.	51.4
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	45.2
Panama City, Fla.	47.2
Parkerburg, W. Va.	71.5
Peoria, Ill.	55.0
Philadelphia	39.0
Phoenix-Flagstaff	27.1
Pittsburgh	57.3
Portland-Poland Spring, Me.	46.3
Portland, Ore.	30.8
Presque Isle, Me.	61.5
Providence, R.I.-New Bedford, Mass.	26.7
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	44.0
Raleigh-Durham, N.C.	42.0
Rapid City, S.D.	52.3
Reno	58.7
Richmond-Petersburg-Charlottesville, Va.	32.7
Roanoke-Lynchburg, Va.	43.2
Rochester, N.Y.	40.9
Rockford, Ill.	54.0
Roswell, N.M.	66.6
Sacramento-Stockton, Calif.	32.0
Salisbury, Md.	61.0
Salt Lake City	27.8
San Angelo, Tex.	73.8
San Antonio-Victoria, Tex.	58.5
San Diego	60.8
San Francisco-Oakland	46.7
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	77.5
Savannah, Ga.	45.9
Seattle-Tacoma	46.3
Shreveport, La.	45.3
Sioux City, Iowa	41.1
Sioux Falls-Mitchell, S.D.	40.5
South Bend-Elkhart, Ind.	37.5
Spokane, Wash.	48.8
Springfield-Holyoke, Mass.	40.0
Springfield, Mo.	33.8
St. Joseph, Mo.	54.7
St. Louis	26.5
Syracuse-Elmira, N.Y.	58.8
Tallahassee, Fla.-Thomasville, Ga.	46.9
Tampa-St. Petersburg-Sarasota, Fla.	36.5
Terre Haute, Ind.	42.0
Toledo, Ohio	44.0
Topeka, Kan.	62.9
Traverse City-Cadillac, Mich.	38.6
Tucson, Ariz.	24.4
Tulsa, Okla.	51.9
Twin Falls, Idaho	56.0

DMA	% penetration July '83
Tyler, Tex.	59.2
Utica, N.Y.	64.3
Waco-Temple, Tex.	60.2
Washington-Hagerstown, Md.	18.4
Watertown, N.Y.	53.9
Wausau-Rhineland, Wis.	34.1
West Palm Beach-Ft. Pierce, Fla.	57.4
Wheeling, W. Va.-Steubenville, Ohio	62.3
Wichita Falls, Tex.-Lawton, Okla.	56.1
Wichita-Hutchinson, Kan.	58.5
Wilkes-Barre-Scranton, Pa.	66.2
Wilmington, N.C.	39.0
Yakima, Wash.	53.3
Youngstown, Ohio	49.0
Yuma, Ariz.-El Centro, Calif.	69.7
Zanesville, Ohio	64.5

Tanner given leave of absence

He steps down until FBI and IRS investigations are completed

William B. Tanner, president of the Memphis-based barter company that bears his name, has stepped down from his executive positions with the firm to give himself time to assess the allegations against him and to prepare a defense.

FBI and Internal Revenue Service agents raided the Tanner Co., which was purchased by Media General, the Richmond, Va.-based communications conglomerate in 1982, earlier this month, seizing cartons full of records amid allegations that the company had been handing out kickbacks to clients and that Tanner had engaged in a variety of schemes to divert millions in company funds from official books and into his own pockets (BROADCASTING, Aug. 22).

No charges had been filed against Tanner or the company as of early last week. Tanner has steadfastly denied any wrongdoing.

According to Alan S. Donnahoe, Media General vice chairman and chief executive officer, Tanner had requested a leave of absence from his official positions, and that leave was granted. Donnahoe added that if no charges are brought against Tanner—or Tanner is not proved guilty of any charges that might be brought against him—the “assumption” is that Tanner will return to his official positions at the company. Tanner is still an employee of the company, Donnahoe said.

Donnahoe also said that Earl J. Funk, the Tanner Co.'s senior vice president and treasurer, had stepped down for the same reasons.

Louis Lucas, Tanner's chief legal counsel, resigned earlier this month to avoid any conflict of interest, feeling he couldn't advise Tanner since he had been accused of wrongdoing as well.

Also according to Donnahoe, James A. Linen IV, Media General senior vice president, has been named acting president and chief executive officer of the Tanner Co. James S. Evans, Media General's president,

has been named chairman of the Tanner Co.'s board. Robert T. Sutton, president and chief executive officer of Media General's Broadcast Division, has been named executive vice president of the Tanner Co. And William Elliott has taken leave from his position as divisional controller for Media General to step in as vice president and treasurer for the Tanner Co.

Selected as counsel to the Tanner Co. was the Memphis law firm of Armstrong, Allen, Braden, Goodman, McBride & Prewitt.

Donnahe also said Media General's own investigation of the company's activities was "coming along pretty well" even though "it looks like it's going to take some time." □

Close race for fall, predicts Katz agency

Network battle for viewers in fall ratings race to be close call, but CBS should come out ahead, says report sent by Katz to TV stations it represents

Barring major setbacks, the Katz representative firm expects the three TV networks' competition for prime time audiences this fall to provide "the closest ratings race in recent years," with CBS-TV ahead, but narrowly, and with ABC edging NBC for second.

For the fourth quarter, Katz sees the 1983-84 schedules, as laid out, providing CBS with an average 28 share of audience, ABC with a 27 and NBC with a 25.

This forecast is part of a thick volume of program plans and commercial positioning data, network by network, that is being sent to all Katz-represented TV stations. It pulls together the networks' plans not only for prime time but for other major dayparts.

In an introduction, Kim Schlotman, Katz manager of research and network information, says of prime time that the networks, as a result of "backfiring" innovation efforts last year, are "back to tried-and-true programming ideas, borrowing from successful theatrical and previous series."

"What is significant this season," Schlotman writes, "is the positioning of certain programs, for example ABC's scheduling of the veteran *Happy Days* at 8:30 p.m. and with a rookie [*Just Our Luck*] for a lead-in and the move of *Matt Houston* to a later time

period from the one it was just becoming accustomed to.

"Similarly, CBS had its own surprises. Moving the adult-skewing *Mississippi* from 10 p.m. Friday to 8 p.m. Tuesday, scheduling three movie nights and leaving only six comedies on the calendar were all unexpected decisions. While it's possible the third movie night is only until the [baseball] championships and World Series are over, it appears that the net is looking to capture an all-adult audience, leaving ABC and NBC to battle it out for the kids.

"Believing that 'the network that is number one in comedies is number one,' NBC has scheduled 10 half-hours of comedy... However, NBC is already revamping many of its fall programs. *Boone*, *Manimal* and *St. Elsewhere* are being made lighter, less dramatic. *Remington Steele* is being taken on the road [and given more budget and more romance]. *Mama's Family* and *Jennifer Slept Here* are getting additional cast members and *Yellow Rose* is being completely redone."

While recognizing the importance of strong series programming, Schlotman says, the networks also are spending more money than ever before on made-for-TV movies and mini-series.

One possible event that might mess up the race, Schlotman continues, is a threatened strike against NBC by the National Association of Broadcast Employees and Technicians: "If there is a strike and the other unions honor the NABET picket line, the ratings race could be hindered by production problems. NBC also has 15 programs (new and old) in new time periods, so their climb up the ladder will not be easy. But one thing is for sure, they certainly are trying harder."

The report projects audience shares, program by program, in the context of the schedules as currently set. Among ABC's eight new series, *Hotel* gets a 31, *Madeline* a 26, *Just Our Luck* a 23, *Hardcastle & McCormick* and *Webster* 22 each, *It's Not Easy* a 21 and *Lottery* and *Medstar* 20 each. Among CBS's five new series, Katz sees *After M*A*S*H* as getting a 30 share, *Emerald Point N.A.S.* a 26, *Scarecrow and Mrs. King* a 25, *Whiz Kids* a 23 and *Cutter to Houston* a 20.

For NBC's nine new series, Katz anticipates that *Manimal* and *We Got It Made* will each get a 25 share, *Mr. Smith* a 24, *Rousters* a 23, *Bay City Blues*, *Boone: An American Legend*, *Jennifer Slept Here* and *Yellow Rose* 22 each, and *For Love and Honor* a 21. □

Rates debate. The Los Angeles Olympic Organizing Committee was downplaying a report published in the Aug. 27 edition of *TV Guide* suggesting that the Soviet Union obtained broadcast rights to the 1984 summer Olympics at "bargain rates." The report pointed out that, under terms of an agreement reached last month, the Soviet Union, along with Eastern European nations and Cuba, is paying \$3 million for 250 hours of coverage, compared with the \$225 million paid by ABC-TV for 187.5 hours of origination.

ABC had no immediate comment on the disparity, but LAOOC spokeswoman Amy Corliss said a number of factors are considered in contract negotiations beyond average cost by television set. She noted that state-owned television systems lack the ability to recoup rights costs through advertising, many do not broadcast in color and have traditionally paid rights fees that are triple those negotiated in the previous Olympic games. Corliss said the Soviet Union and the European Broadcasting Union, which is paying about \$20 million for 480 hours of coverage to 31 countries, are both paying fees that are about three times those paid during the 1976 Olympics in Montreal.

Ratings Roundup

In the prime time ratings, this most recent week was like the week ending Aug. 28: Nine of the top 10 programs, 16 of the top 20, 28 of the top 30 and 36 of the top 40 were repeats. The order of finish was not quite a repeat. CBS-TV won again, with a Nielsen average rating/share of 13.1/24, but ABC-TV edged ahead of NBC-TV to take second place with a 12.8/23, while NBC came in at 12.6/23.

ABC News's *20/20*, one of two originals in the top 20, placed second for the week with an 18.1/33. In first place was a repeat of the *Circus of Stars* special on CBS (19.4/33). The other top 20 original was the 90-minute premiere of *Two Marriages* on ABC Tuesday at 9:30 p.m. (NYT) which scored a 15.7/27 to tie (with *Simon and Simon* on CBS and "Godfather Part I" on NBC) for 11th rank (*Two Marriages* now moves to Wednesday at 9-10 p.m.).

Apart from *Two Marriages*, the highest rated entertainment originals were *On the Road with Charles Kuralt* on CBS, which produced an 11.4/22 to rank 40th, and *Reggie*, an ABC limited series, which came in at 11.3/29 and 41st. Two other ABC summer series, *Hamptons* and *Eye on Hollywood*, dropped to 9.6/17 and 8.8/17 respectively, the former ranking 55th and the latter in a three-way tie for 59th. One of those in the three-way tie was CBS's *Our Times with Bill Moyers* summer series (8.8/16); the other was a repeat of ABC's *Happy Days* (8.8/17).

NBC played off *Firm*, a pilot for a projected series that didn't make it, Tuesday at 10-11 p.m. and outpointed an original showing of "Sherlock Holmes" on CBS, 12.7/22 to 9.0/16, although *Two Marriages*'s 15.27 easily won the period.

The First 20

1.	<i>Circus of Stars</i>	CBS	19.4/33
2.	<i>20/20</i>	ABC	18.1/33
3.	<i>NBC Monday Night Movie—The End</i>		17.8/30
4.	<i>A Team</i>	NBC	17.5/32
5.	<i>60 Minutes</i>	CBS	16.8/36
6.	<i>Fantasy Island</i>	ABC	16.3/32
7.	<i>Jeffersons</i>	CBS	16.3/28
8.	<i>Facts of Life</i>	NBC	16.3/28
9.	<i>Knight Rider</i>	NBC	16.1/30
10.	<i>ABC Sunday Night Movie—The Choirboys</i>	ABC	15.8/28
11.	<i>Simon & Simon</i>	CBS	15.7/27
11.	<i>NBC Sunday Night Movie—The Godfather, Part I</i>	NBC	15.7/27
11.	<i>Two Marriages Special</i>	ABC	15.7/27
12.	<i>Family Ties</i>	NBC	15.3/26
13.	<i>Trapper John, M.D.</i>	CBS	15.2/27
14.	<i>Remington Steele</i>	NBC	15.0/26
14.	<i>Three's Company</i>	ABC	15.0/26
15.	<i>Goodnight, Beantown</i>	CBS	14.9/23
16.	<i>Love Boat</i>	ABC	14.8/26
17.	<i>Benson</i>	CBS	14.7/23

The Final Five

63.	<i>Powers of Matthew Star</i>	NBC	8.4/18
64.	<i>Archie Bunker's Place</i>	CBS	8.4/17
65.	<i>NBC Reports: Machines vs. People</i>	NBC	7.7/14
66.	<i>Casablanca</i>	NBC	7.0/14
67.	<i>Gnomes</i>	CBS	6.8/14

HAAT: 270 ft.)—Seeks assignment of license from Bay Broadcasters Inc. to Leisure Market Radio Inc. for \$700,000. Seller is owned by Ronald L. Hickman, president, and wife, Barbara, (89.8% jointly) and Michael Collins (10.2%). It has no other broadcast interests. Buyer is group of East coast investors, headed by Robert Richter, president (10%). He is former vice president and general manager of Group W Radio Sales. Filed Aug. 25.

■ **WNPC(AM)** Newport, Tenn. (1060 kHz, 1 kw-D)—Seeks assignment of license from Millard V. Oakley to W.N.P.C. Inc. for \$79,000 plus other considerations. Seller is owned by Millard V. Oakley, Edward M. Johnson and Carroll Wayne Harris. Johnson is trading WCSV(AM) Crossville, Tenn. for WNPC. Oakley has interest in WREA(AM) Dayton, WLIV-AM-FM Livingston, all Tennessee and WKXN(AM) Greenville, Ala. He is also applicant for six new TV's, new FM at Killeen, Tex., and 72 LPTV's. Buyer is owned by Johnson and Harris, president. Johnson has interest in WTNR(AM) Kingston, Tenn., and 15 LPTV's. Filed Aug. 22.

■ **KNEL(AM)-KIXV(FM)** Brady, Tex. (1490 kHz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Radio Brady Inc. to SEC/CESS Broadcasting Inc. for \$450,000, including non-compete agreement. Seller is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. Buyer is owned by Stephen R. Everett, president (60%) and Travis M. Roach Jr. (40%). It has no other broadcast interests. Everett is general manager of KBIL-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and CPA. Filed Aug. 22.

■ **KDCD-TV** Midland, Tex. (ch. 18; 1.6 kw max.; .813 kw horiz. vis.; 162 w sur.; HAAT: 390 ft.)—Seeks assignment of license from Midland Telecasting Inc. to Plains Television Ltd. for \$50,000. Seller is headed by Henry C. Darwin, president. It has no other broadcast interests. Buyer is owned by Michael Massey (20%) and W.H. Graham (80%). Graham is publisher of *Leader*, Lovington, N.M. daily newspaper. He also has interest in KDOR-TV Bartlesville, Okla., and has interest in applicant for new TV's at Casper, Wyo., and Gallup and Las Cruces, both New Mexico. Filed Aug. 17.

■ **WVBK(AM)** Herndon, Va. (1440 kHz, 1 kw-D, DA-D)—Seeks assignment of license from United Communications Corp. to Bid and Buy Inc. for not more than \$100,000 to be determined. Seller is owned by Ernest G. Peltz, president, who has no other broadcast interests. Buyer is owned by Albin Richard Bloomberg (Dick Vance), president, who has no other broadcast interests. Filed Aug. 17.

■ **[CP] KLMY(TV)** Cheyenne, Wyo. (ch. 27; 4,270 kw vis., 427 kw sur.; HAAT: 760 ft.)—Seeks assignment of license from The Chrysostom Corp. to Heart of Wyoming Television Inc. for \$125,000. Seller is headed by Daniel M. Burke, president. It also owns KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr., president, who owns 50% of applicant for new TV at Casper. Filed Aug. 16.

Actions

■ **WDOV(AM)-WDSD(FM)** Dover, Del. (1410 kHz, 5 kw-U; FM: 94.7 mhz, 50 kw; HAAT: 360 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Dover Broadcasting Inc. for \$2.3 million. Seller has also sold, subject to FCC approval, WNAV(AM)-WLDM-FM Annapolis, Md. Buyer is owned by Barry J. Dickstein and Joel M. Hartstone, principals of Hartstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. (BAL-H-830627HD,E). Action Aug. 16.

■ **WDUN(AM)** Gainesville, Ga. (1240 kHz, 1 kw-D, 250 w-N)—Granted assignment of license from WDUN Radio Inc. to WGGG Radio of Gainesville Inc. for \$425,000. Seller is owned by John W. Jacobs Jr. and James A. Dunlap, who also own WWLT(FM) Gainesville. They are also buying WGGG(AM) Gainesville (see below). Buyer is owned by Terry W. Barnhardt, president. He is cheese broker, who has no other broadcast interest. (BAL-830621FS). Action Aug. 10.

■ **WGGG(AM)** Gainesville, Ga. (550 kHz, 5 kw-D, 500 w-N, DA-N). Granted assignment of license from Radio Station WGGG Inc. to WDUN Radio Inc. for \$750,000. Seller is owned by Kirk Broadcasting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLT(FM) Gainesville. They are selling WDUN(AM) Gainesville (see above). (BAL-830622FU). Action Aug. 10.

■ **WRNZ(FM)** Wrens, Ga. (96.7 mhz, 1.05 kw, HAAT: 500 ft.)—Granted assignment of license from Frank L. Ayers to Com-Cast Inc. for \$286,900. Seller has no other broadcast interests. Buyer is principally owned by Richard

B. Armfield Jr., president. (88%). He is former vice president and general manager of WNCN-TV Greenville, N.C., and has no other broadcast interests. (BALH-830630HS). Action Aug. 16.

■ **KLER-AM-FM Orofino, Idaho** (1300 kHz, 1 kw-U, DA-N; FM: 95.3 mhz, 100 w; HAAT: 750 ft.)—Application dismissed for assignment of license from Arthur R. Hunt to Clearwater Broadcasting. (BALH-830718HF,G). Action Aug. 10.

■ **WKZE-AM-FM Orleans, Mass.** (1170 kHz, 1 kw-D, DA; FM: 104.7 mhz, 50 kw; HAAT: 300 ft.)—Granted assignment of license from K-Z Radio Inc. to Cape Media Inc. for \$2.05 million. Seller is owned by Donald L. Wilks, president, Michael E. Schwartz and Albert J. Makky (one-third each). Wilks and Schwartz also own WIXY(AM)-WQY(FM) Springfield, Mass.; WKZ-AM-FM Wilkes-Barre, Pa.; WZFM(FM) Briarcliff Manor, N.Y., and WPET(AM) Greensboro, N.C. Makky has no other broadcast interests. Buyer is owned by David A. Roth, Boston neurosurgeon, who owns WIRA(AM) and WOVV(FM) Fort Pierce, Fla., and KCBN(AM)-KCRN(FM) Reno, Nev. (BALH-830628HB,C). Action Aug. 15.

■ **KFMP(FM)** Cape Girardeau, Mo. (102.9 mhz, 24 kw, HAAT: 680 ft.)—Granted assignment of license from Communications Systems Inc. to Zimmer Broadcasting Co. Inc. for \$70,000. Seller is owned by Lionel D. Speidel, president (50.2%) and wife, Edna (49.8%). They have no other broadcast interests. Buyer is owned by Jerome B. Zimmer, president (52%), his sons, Jerome R. and John P. (10% each). It also owns KZY(AM) Cape Girardeau. (BALH-830701HD). Action Aug. 18.

■ **[CP] WRDG(TV)** Burlington, N.C., (ch. 16, 4,502 kw max. and 3,646 kw horiz. vis., 450 kw max. and 365 kw horiz. sur.; HAAT: 520 ft.)—Granted assignment of license from National Group Telecommunications of Burlington to Louis J. Kearn and family for \$22,834, less other considerations. Seller is headed by N. John Douglas, who also owns 54% of KSTS(TV) San Jose, Calif. Buyer is owned by Louis J. Kearn; his wife, Shirley C., and their children, Robert L. and Janet L. Louis Kearn has 10.4% interest in seller. (BAPCT-830620KI). Action Aug. 18.

■ **WABV(AM)** Abbeville, S.C., (1590 kHz, 1 kw-D)—Granted assignment of license from Abbeville Inc. to Lively Broadcasting Inc. for \$100,000. Seller is principally owned by William Brasey, president, Norman Whamm, Paul S. Mims and William Thompson. None has other broadcast interests. Buyer is principally owned by Edward Lively, president (58.65%), who is engineering director for Jimmy Swaggart ministries, licensee of 3 FM's and 4 AM's. (BAL-830617FJ). Action Aug. 10.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,702	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,367	206	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	0	3
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ **WJSK-TV** Sneedville, Tenn. (ch. 2, 100 kw vis., 20 kw sur.; HAAT: 1,760 ft.)—Granted assignment of license from Tennessee State Board of Education to East Tennessee Public Communications Corp. Seller is noncommercial educational TV, headed by Robert L. McElreth, chairman. It also owns WCTE(TV) Cookeville, WTCI(TV) Chattanooga, and WLFT Lexington, all Tennessee. Buyer is non-profit corporation, headed by Charles Davis, chairman. It has no other broadcast interests. (BALCT-830708KF). Action Aug. 17.

■ **KTHE(AM)** Thermopolis, Wyo. (1240 kHz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Horn Basin Broadcasting Co. Inc. from Bruce R. Long (100% before; none after) to Longrier Radio Inc. (none before; 100% after). Consideration: \$250,000, including non-compete agreement. Principals: Seller also owns KURA(AM) Moab, Utah, and CP's for new FM's at Moab and Thermopolis, latter one is included in this sale. Buyer is owned by B. Edward Longrier, president and his wife, Dee Ann (51% jointly); his brother, Paul, and Paul's wife, Jeri (49% jointly). Edward Longrier is announcer and engineer at KELA-AM-FM Centralia, Wash., Dee Ann Longrier is medical technologist; Paul and Jeri Longrier are public school teachers. (BTC-830621FQ). Action Aug. 16.

Facilities changes

AM applications

Rendered

- **KKMC** (880 kHz) Gonzales, Calif.—Seeks CP to increase night power to 5 kw. Ann. Aug. 26.
- **WJCM** (960 kHz) Sebring, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Ann. Aug. 25.
- **KCNW** (1380 kHz) Fairway, Kan.—Seeks CP to change hours of operation to day-time only; change power to 2.5 kw; change to non-DA; change TL, and change ant. sys. Ann. Aug. 25.
- **KJCB** (770 kHz) Lafayette, La.—Seeks CP to increase day power to 10 kw and change to DA-2. Major environmental action under section 1.1305. Ann. Aug. 26.
- **WHSM** (910 kHz) Hayward, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Ann. Aug. 26.

Accepted

- **WIZY** (1560 kHz) Gordon, Ga.—Seeks modification of CP (820803AG) to change TL. Ann. Aug. 22.
- **WRTH** (590 kHz) Wood River, Ill.—Seeks modification of license to change RC. Ann. Aug. 24.
- **WRNB** (1490 kHz) New Bern, N.C.—Seeks modification of license (BL-80123AB) to change main-SL. Ann. Aug. 26.
- **KISD** (880 kHz) Medford, Ore.—Seeks modification of CP (800827AC) to change: main SL and request waiver of section 73.1125(B)(2) of rules.
- **WNIS** (1350 kHz) Portsmouth, Va.—Seeks modification of CP (BP-21003) to change main SL and request waiver of section 73.1125(B)(2) of rules. Ann. Aug. 25.
- **WAMV** (1420 kHz) Amherst, Va.—Seeks modification of CP (810731AJ) to change main SL. Ann. Aug. 22.

FM applications

Rendered

- **WRPN-FM** (90.1 mhz) Ripon, Wis.—Seeks CP to increase power to .231 kw and change from class A to class D. Ann. Aug. 26.

Accepted

- **KNDE** (99.5 mhz) Tucson, Ariz.—Seeks modification of CP (BPH-820915AH) to change ERP to 75 kw; change HAAT to 172 ft., and change coordinates. Ann. Aug. 24.
- **WXCS** (106.9 mhz) Hagerstown, Md.—Seeks CP to change ERP to 14.94 kw; change HAAT to 866 ft., and change coordinates. Ann. Aug. 24.
- **WFMV-FM** (106.3 mhz) Blairstown, N.J.—Seeks CP to change ERP to .34 kw and change TPO. Ann. Aug. 24.
- **KNFB** (94.3 mhz) Nowata, Okla.—Seeks modification of CP (BPH-820326AX) to change ERP to 3 kw; change